



ORDE

Flight Dates 10/23/12-10/29/12

<u>Order Sep</u> 00:20:00

Product Estimate # 1538 Week 2

Contract / Revision 305716 / Citizens for Affordable Quality Hon Alt Order #

<u>Original Date / Revision</u> Agency Com 15% <u>Billing Type</u> Cash

07/24/12 10/24/12 Billing Contact Order Type GENERAL

Advertiser Citizens for Affordable Quali Billing Cycle EOM/EOC

1322 G Street SE Billing Calendar BROADCAST

Washington, DC 20003 Demographic A25-54

Agency New Media Firm

Buying Contact

Rev Codes

POL POL ISS

Buying Contact

Sales Office EWSDC Product Codes PL
Sales Region NAT Priority P-1

1322 G Street SE

Washington, DC 20003

Agency Ref 2

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive Order% Start Date End Date

Dave Lombardo 100%

| Order Share % | Market Value | |
|-------------------|--------------|--------|
| Competing Station | % of Order | Amount |
| CABLE | % | |
| UNKWN | 100% | |
| WADL | % | |
| WDIV | % | |
| WDWB | % | |
| WJBK | % | |
| WKBD | % | |
| WLPC | % | |
| WPXD | % | |
| WTVS | % | |
| WWJ | % | |

Order Totals Billing Plan

of Spots Rating Start Date End Date Month Net Amount Gross Amount # Spots Net Amount Gross Amount October 2012 90 \$84,192.50 \$99,050.00 0.00 10/01/12 10/28/12 90 \$84,192.50 \$99,050.00 November 2012 0.00 10/29/12 \$22,652.50 \$26,650.00 20 \$22,652.50 \$26,650.00 10/29/12 20

Totals 110 \$106,845.00 \$125,700.00 0.00

| | | | | | | | | | | | I ota | als |
|------------|----------|------------|------------------|------------|-------------|----------|--------|-----|--------------|----------|-------|------------|
| Ln Ch | Start | End | Inventory Code | Break | Start/End T | ime Days | Len Sp | ots | Rate Pri | Rtg Type | Spots | Amount |
| E 1 WXYZ | 10/23/12 | 2 10/29/12 | 430 AM News | CM | 430a-5a | 11111 | :30 | 5 | \$150.00 P-4 | 0.00 NM | 5 | \$750.00 |
| | | | 7 Action News TI | his Morni | | | | | | | | |
| Start | t Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 10/2 | 2/12 | 10/28/12 | - 1111 | 4 | \$150.00 | 0.00 | | | | | | |
| Week: 10/2 | 9/12 | 11/04/12 | 1 | 1 | \$150.00 | 0.00 | | | | | | |
| E 2 WXYZ | 10/23/12 | 2 10/29/12 | 5am News M-F | CM | 5-6am M-F | 11111 | :30 | 5 | \$400.00 P-4 | 0.00 NM | 5 | \$2,000.00 |
| | | | 5am News M-F | | | | | | | | | |
| Start | t Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 10/2 | 2/12 | 10/28/12 | - 1111 | 4 | \$400.00 | 0.00 | | | | | | |
| Week: 10/2 | 9/12 | 11/04/12 | 1 | 1 | \$400.00 | 0.00 | | | | | | |
| | | | | | | | | | | | | |





Contract / Revision

305716 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 07/24/12/ 10/24/12

WXYZ

Order Sep 00:20:00

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Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qual Estimate # 1538 Week 2

| E 3 WXYZ 1023/12 1028/12 CMA MF-7-sam | la Ch | Ctort | Fad | Inventory Cada | Drook | Ctart/End Ti | ma Dava | lon Cr | o o t o | Doto Dri | Dta Tuno | Tota | _ |
|--|-------------|---------|--------------|----------------|------------|--------------------|---------|--------|---------|----------------|------------|------|----------------|
| Start Date End Date Meekdays SpotsWeek Rate Spots Spots | Ln Ch | Start | 2 10/29/12 | Inventory Code | | | | | | | | | \$9,000,00 |
| Mosek: 10722/12 10728/12 2-2-2-2 8 \$900.00 0.00 0.00 | L 3 VVXIZ | 10/23/1 | 2 10/29/12 | | Civi | 7-3am W-i | 2222- | .50 | 10 | ψ900.001 -3 | 0.00 INIVI | 10 | ψ9,000.00 |
| Week: 10/28/12 11/04/12 10/27/12 10/ | | | | | | | | | | | | | |
| February February | | | | | _ | | | | | | | | |
| Start Date Find Date Weekdays Spots/Week Rate Rating 0.00 | | | | | | • | | :30 | 1 | \$250.00 P-4 | 0.00 NM | 1 | \$250.00 |
| Section Column | | .0,2.,. | 0,, | | | 0 /11 0 1 a | | .00 | · | Ψ200.00 | 0.00 | · | Ψ200.00 |
| Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date Start Date End Date Weekdays Spots/Week Start Date Start Date Start Date Start Date Start Date Start Date Weekdays Spots/Week Rate Rating Start Date Weekdays Spots/Week Rate Rating Start Date Start Date Weekdays Spots/Week Rate Rating Start Date S | | | | | | | | | | | | | |
| Start Date End Date Weeklays Spots-Week Rate Rating Spots-Week Spot | | | | | · | • | | :30 | 1 | \$350.00 P-4 | 0.00 NM | 1 | \$350.00 |
| Week 10/22/12 10/28/12 10 | | .0,2.,. | 0// | | _ | 0 / 11 / 00 | | .00 | · | Ψοσοίοσ | 0.00 | · | φοσοισσ |
| Start Date End Date Weekdays SpotsWeek Rate Rating Saso.00 No. | | | | | | | | | | | | | |
| Action News SAT 8am Weekdays Spots/Week Rate Spots/Week Sp | | | | | | • | | -30 | 1 | \$350 00 D 4 | 0.00 NM | 1 | \$350.00 |
| Week: 10/22/12 10/28/12 10/ | L O VVXIZ | 10/21/1 | 2 10/21/12 | | | SAT 0-9am | 5- | .30 | ' | φ330.00 F-4 | U.UU INIVI | ' | φ330.00 |
| The color of the | | | | | Spots/Week | | | | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Sating Spots/Week Spot | | | | | · | • | | | | #050.00 P. 4 | 0.00.1114 | | #050.00 |
| Start Date End Date Weekdays Spots/Week System System | E / WXYZ | 10/28/1 | 2 10/28/12 | | | SUN 7-8am | S | :30 | 1 | \$350.00 P-4 | 0.00 NM | 1 | \$350.00 |
| Start Date Hono News SUN 8am CM Action N | Star | rt Date | End Date | | | Rate | Rating | | | | | | |
| Action News SUN 8am Start Date End Date Weekdays Spots/Week Rate Rating Spots/Week Rate Spots/Week Rate Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Spots/Week Rate Rating Spots/Week Rate Spots/Week Rate Rating Spots/Week Rate Sp | | | | | 1 | \$350.00 | | | | | | | |
| Week: 10/22/12 10/28/12 10/28/12 10/28/12 10/29/12 11/04/12 10/28/12 11/04/12 11/ | E 8 WXYZ | 10/28/1 | 2 10/28/12 | | | Sun 8-930am | S | :30 | 1 | \$350.00 P-4 | 0.00 NM | 1 | \$350.00 |
| F 9 WXYZ 10/23/12 10/29/12 M-F 9a-10a CM 9-10am M-F 22222- :30 10 \$500.00 P-4 0.00 NM 10 \$5,000.00 | <u>Star</u> | rt Date | End Date | | Spots/Week | Rate | Rating | | | | | | |
| M-F 9a-10a M-F 10/28/12 10/28/12 12/22- 8 \$ \$500.00 0.00 0.00 | | | | | <u> </u> | • | | | | A | 0.00.1114 | | ^- |
| Week: 10/22/12 Week: 10/22/12 10/28/12 11/04/12 2 8 \$500.00 0.00 0.00 0.00 E10 WXYZ 10/23/12 10/29/12 M-F 10a-11a Week: 10/29/12 10/29/12 10/28/12 1 | E 9 WXYZ | 10/23/1 | 2 10/29/12 | | СМ | 9-10am M-F | 22222 | :30 | 10 | \$500.00 P-4 | 0.00 NM | 10 | \$5,000.00 |
| Week: 10/29/12 | | | | | | | | | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 10/28/12 10/28/12 11/11 4 \$400.00 0.00 0.00 | | | | | _ | | | | | | | | |
| Start Date End Date Weekdays Spots/Week Rate 4 \$400.00 0.00 | | | | M-F 10a-11a | CM | | | :30 | 5 | \$400.00 P-4 | 0.00 NM | 5 | \$2,000.00 |
| Week: 10/22/12 10/28/12 10/28/12 10/28/12 11/104/12 1 1 \$400.00 0.00 E11 WXYZ 10/23/12 10/29/12 12p Noon News 12n-1p Start Date Week: 10/22/12 10/28/12 10/28/12 10/28/12 11/11- 4 \$500.00 0.00 Week: 10/29/12 11/04/12 1 1 \$500.00 0.00 E12 WXYZ 10/23/12 10/29/12 11/04/12 1 1 \$500.00 0.00 Start Date Week: 10/29/12 10/28/12 10/28/12 10/29/12 10/28/12 10/28/12 10/28/12 10/28/12 10/28/12 10/28/12 10/28/12 10/28/12 10/28/12 11/104/12 1 1 \$900.00 0.00 E13 WXYZ 10/23/12 10/29/12 11/04/12 1 1 \$900.00 0.00 Rate Rating Rating Rating Week: 10/29/12 11/04/12 1 1 \$900.00 0.00 E13 WXYZ 10/23/12 10/29/12 5p News 5-6pm M-F CM 5-6pm M-F 11111 30 5 \$1,000.00 P-4 0.00 NM 5 \$5,000.00 Start Date End Date Weekdays Spots/Week Rate Rating Rate Rating Rating Rating Rating Start Date End Date Weekdays Spots/Week Rate Rating Rate Rating Rating Rating Rating | | | | M-F 10a-11a | | | | | | | | | |
| Week: 10/29/12 11/04/12 1 1 \$400.00 0.00 E11 WXYZ 10/23/12 10/29/12 12P Noon News 12n-1p CM 12-1pm M-F 11111 :30 5 \$500.00 P-4 0.00 NM 5 \$2,500.00 Start Date Week: 10/22/12 End Date 10/28/12 Weekdays 1111 4 \$500.00 | | | | | | | | | | | | | |
| 12n-1p Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Weekdays 10/22/12 11/04/12 1 1 \$500.00 0.00 | | | | | 1 | | | | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Rating 0.00 | E11 WXYZ | 10/23/1 | 2 10/29/12 | | СМ | 12-1pm M-F | 11111 | :30 | 5 | \$500.00 P-4 | 0.00 NM | 5 | \$2,500.00 |
| Week: 10/22/12 Neek: 10/29/12 10/28/12 11/04/12 - 1111 1 \$500.00 0.00 0.00 E 12 WXYZ 10/23/12 10/29/12 N-F 4-5pm Dr. Oz CM 4-5pm M-F 11111 30 5 \$900.00 P-4 0.00 NM Dr. Oz 5 \$900.00 P-4 0.00 NM 5 \$4,500.00 NM 5 \$5,000.00 NM 5 NM 5 NM | Star | rt Date | End Date | • | Spots/Week | Rate | Rating | | | | | | |
| E 12 WXYZ 10/23/12 10/29/12 M-F 4-5pm Dr. Oz Start Date End Date Weekdays Spots/Week Rate Start Date Week 10/22/12 10/29/12 11/04/12 1 1 \$900.00 0.00 E 13 WXYZ 10/23/12 10/29/12 10/29/12 5p News CM 5-6pm M-F 11111 :30 5 \$1,000.00 P-4 0.00 NM 5 \$5,000.00 Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Weekdays Spots/Week Rate Rating | Week: 10/2 | 22/12 | 10/28/12 | - 1111 | | \$500.00 | 0.00 | | | | | | |
| Dr. Oz Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date Spots/Week Spots/We | | | | | 1 | | | .20 | | \$000 00 D 4 | 0.00 NIM | _ | ¢4 500 00 |
| Week: 10/22/12 10/28/12 - 1111 4 \$900.00 0.00 Week: 10/29/12 11/04/12 1 1 \$900.00 0.00 E 13 WXYZ 10/23/12 10/29/12 5p News 5-6pm M-F CM 5-6pm M-F 11111 :30 5 \$1,000.00 P-4 0.00 NM 5 \$5,000.00 Start Date End Date Weekdays Spots/Week Rate Rating | E12 WXYZ | 10/23/1 | 2 10/29/12 | • | CIVI | 4-5pm IVI-F | 11111 | :30 | 5 | \$900.00 P-4 | U.UU NIVI | 5 | \$4,500.00 |
| Week: 10/29/12 11/04/12 1 1 \$900.00 0.00 E 13 WXYZ 10/23/12 10/29/12 5p News CM 5-6pm M-F 11111 :30 5 \$1,000.00 P-4 0.00 NM 5 \$5,000.00 5-6pm M-F Start Date End Date Weekdays Spots/Week Rate Rating | Star | rt Date | End Date | | Spots/Week | | Rating | | | | | | |
| E 13 WXYZ 10/23/12 10/29/12 5p News CM 5-6pm M-F 11111 :30 5 \$1,000.00 P-4 0.00 NM 5 \$5,000.00 5-6pm M-F Start Date End Date Weekdays Spots/Week Rate Rating | | | | | | | | | | | | | |
| 5-6pm M-F <u>Start Date End Date Weekdays Spots/Week Rate Rating</u> | | | | | | | | .30 | 5 | \$1,000,00 P-4 | 0.00 NM | 5 | \$5,000,00 |
| | LIO WALL | 10/20/1 | _ 10/20/12 | | Olvi | o opin ivi-i | 11111 | .00 | 5 | ψ1,000.001 34 | O.OO INIVI | | ψο,σσο.σσ |
| | | | | Weekdays | | | | | | | | | |
| Week: 10/22/12 | | | 10/28/12 | - 1111 1 | | | | | | | | | |
| E 14 WXYZ 10/23/12 10/29/12 6p News CM 6-630pm M-F 11111 :30 5 \$1,200.00 P-4 0.00 NM 5 \$6,000.00 | | | | | | | | :30 | 5 | \$1,200.00 P-4 | 0.00 NM | 5 | \$6,000.00 |
| 6-630pm M-F | _ | | - | • | - | | | | - | . , | | | |



00:20:00

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Contract / Revision

305716 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 07/24/12/ 10/24/12 Order Sep

Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qual Estimate # 1538 Week 2

| Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 14 WXYZ 10/23/12 10/29/12 6p News CM 6-630pm M-F 11111 :30 5 \$1,200.00 P-4 0.00 NM 5 \$6,000.00 NM Start Date End Date Weekdays Spots/Week Rate Rating N-F 7-730pm N-F 7-730pm N-F 7-730pm N-F 7-730pm Start Date End Date Weekdays Spots/Week Rate Rating Rating N-F Rtg Type N-F No.00 NM N-F No.00 NM | Totals |
|---|--|
| Start Date End Date Weekdays Spots/Week Rate Rating | Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount |
| Week: 10/22/12 10/28/12 -1111 4 \$1,200.00 0.00 Week: 10/29/12 11/04/12 1 1 \$1,200.00 0.00 E 15 WXYZ 10/23/12 10/29/12 7p News M-F 7-730pm M-F 11111 CM 7-730pm M-F 11111 :30 5 \$1,200.00 P-3 0.00 NM 5 \$6,000.00 Start Date Week: 10/22/12 End Date 10/28/12 Weekdays - 1111 A \$1,200.00 0.00 0.00 | CM 6-630pm M-F 11111- :30 5 \$1,200.00 P-4 0.00 NM 5 \$6,000.00 |
| Week: 10/29/12 11/04/12 1 1 \$1,200.00 0.00 E 15 WXYZ 10/23/12 10/29/12 7p News M-F 7-730pm M-F 11111 CM 7-730pm M-F 11111 30 5 \$1,200.00 P-3 0.00 NM 5 \$6,000.00 Start Date Week: 10/22/12 End Date 10/28/12 Weekdays - 1111 A \$1,200.00 0.00 | |
| M-F 7-730p <u>Start Date</u> | |
| Week: 10/22/12 10/28/12 -1111 4 \$1,200.00 0.00 | CM 7-730pm M-F 11111 :30 5 \$1,200.00 P-3 0.00 NM 5 \$6,000.00 |
| | 4 \$1,200.00 0.00 |
| E 16 WXYZ 10/27/12 10/27/12 Access Saturday CM 7-8pm SatS- :30 1 \$1,000.00 P-3 0.00 NM 1 \$1,000.00 | |
| Sat 7-8pm <u>Start Date </u> | |
| Week: 10/22/12 10/28/12S- 1 \$1,000.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type | , , |
| 1 WXYZ 10/22/12-10/28/12 Access Saturday 7-8pm Sat Sa- :30(\$1,000.00) 0.00 NM See MG 16.2 | |
| [inv code is EARLY NEWS SA 7pm] 2 NXYZ 10/27/12-10/27/12 Early News Sa 7p (Foll Sport;7pm Sat Sa :30 \$1,000.00 0.00 NM | So. 30 \$1,000,00 0,00 NM |
| 2 NXYZ 10/27/12-10/27/12 Early News Sa 7p (Foll Sport:7pm Sat Sa :30 \$1,000.00 0.00 NM MG for 16.1 10/27 | 3a50 \$1,000.00 0.00 NW |
| E 17 WXYZ 10/28/12 10/28/12 Early News Su CM 6-630pm SunS :30 1 \$750.00 P-4 0.00 NM 1 \$750.00 Su 6-630p | CM 6-630pm SunS :30 1 \$750.00 P-4 0.00 NM 1 \$750.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12S 1 \$750.00 0.00 | |
| *************************************** | |
| M-F 730-8pm | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 1- 1 2 \$1,800.00 0.00 | |
| Week: 10/29/12 11/04/12 1 1 \$1,800.00 0.00 | 1 \$1,800.00 0.00 |
| E 19 WXYZ 10/23/12 10/29/12 Late News M-Su CM 11-1135pm M-Sun11-1-1- :30 4 \$2,000.00 P-4 0.00 NM 4 \$8,000.00 11pm Action News Updat | · · · · · · · · · · · · · · · · · · · |
| Start Date End Date Weekdays Spots/Week Rate Rating | |
| Week: 10/22/12 10/28/12 -1-1-1- 3 \$2,000.00 0.00 | |
| Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 3 WXYZ 10/22/12-10/28/12 Late News M-Su 11-1135pm M-Su - T- Th- Sa - : 30(\$2,000.00) 0.00 NM | |
| See MG 19.5 | 11 11 5d |
| [news at 1130pm on Saturday, 10/27] | |
| 5 NXYZ 10/27/12-10/27/12 Late News M-Su 11-1135pm M-Su(11:30 PM-12:0C Sa :30 \$2,000.00 0.00 NM ⊕ MG for 19.3 10/27 | 11-1135pm M-Sqn1:30 PM-12:0C Sa :30 \$2,000.00 0.00 NM |
| Week: 10/29/12 11/04/12 1 1 \$2,000.00 0.00 | 1 \$2,000.00 0.00 |
| E 20 WXYZ 10/23/12 10/29/12 M-F 1135p-1205a CM 1135pm-1205am M11111 :30 5 \$750.00 P-4 0.00 NM 2 \$3,000.00 Nightline | CM 1135pm-1205am M11111- :30 5 \$750.00 P-4 0.00 NM 2 \$3,000.00 |
| Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 - 1111 4 \$750.00 0.00 | |
| <u>Spot Ch Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays Length</u> <u>Rate Rtg Type</u> | Start/End Time Weekdays Length Rate Rtg Type |
| 1 WXYZ 10/22/12-10/28/12 M-F 1135p-1205a 1135pm-1205am - TWThF :30 (\$750.00) 0.00 <i>NM</i> Credited | 1135pm-1205am - TWI'hF :30 (\$750.00) 0.00 <i>NM</i> |
| 2 NXYZ 10/22/12-10/28/12 M-F 1135p-1205a 1135pm-1205am - TWThF :30 \$1,500.00 0.00 NM | 1135pm-1205am - TWThF :30 \$1,500.00 0.00 NM |
| 3 WXYZ 10/22/12-10/28/12 M-F 1135p-1205a 1135pm-1205am - TWThF :30 (\$750.00) 0.00 <i>NM</i> | 1135pm-1205am - TWThF :30 (\$750.00) 0.00 <i>NM</i> |
| Credited 4 WXYZ 10/22/12-10/28/12 M-F 1135p-1205a 1135pm-1205am - TWThF :30 (\$1,500.00) 0.00 <i>NM</i> | 1135pm-1205am - TWThF :30 (\$1,500.00) 0.00 <i>NM</i> |
| Credited | |





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Contract / Revision 305716 Flight Dates 10/23/12-10/29/12 **Hiatus Dates**

Original Date / Revision 07/24/12 10/24/12 Order Sep 00:20:00

Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qual Estimate # 1538 Week 2

| | 101 | als |
|--|-------|-------------|
| Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type S | Spots | Amount |
| E 20 WXYZ 10/23/12 10/29/12 M-F 1135p-1205a CM 1135pm-1205am M11111- :30 5 \$750.00 P-4 0.00 NM Nightline | 2 | \$3,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 1 1 \$750.00 0.00 | | |
| Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 5 NXYZ 10/29/12-11/04/12 M-F 1135p-1205a 1135pm-1205am M :30 \$1,500.00 0.00 NM | | |
| E 21 WXYZ 10/23/12 10/29/12 M-F 1205a-105a CM 1205am-105am M-11111- :30 5 \$250.00 P-4 0.00 NM Jimmy Kimmel Live | 5 | \$1,250.00 |
| Start Date End Date Weekdays Spots/Week Rate Rating | | |
| Week: 10/22/12 10/28/12 -1111 4 \$250.00 0.00 | | |
| Week: 10/29/12 11/04/12 1 1 \$250.00 0.00 E 22 WXYZ 10/23/12 10/29/12 M-F 106a-206a CM 106am-206am 11111 :30 5 \$150.00 P-4 0.00 NM | 5 | \$750.00 |
| M-F 106a-206a | | |
| Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 - 1111 4 \$150.00 0.00 Week: 10/29/12 11/04/12 1 1 \$150.00 0.00 | | |
| E 23 WXYZ 10/27/12 10/27/12 SA 1130p-1230a CM 1130pm-1230amS- :30 1 \$250.00 P-4 0.00 NM | 1 | \$250.00 |
| SA Greys | | |
| Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 S- 1 \$250.00 0.00 | | |
| E 24 WXYZ 10/28/12 10/28/12 Sports Update 1130-12nCM 1130pm-12amS :30 1 \$550.00 P-4 0.00 NM SU 1130p-12a | 1 | \$550.00 |
| Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 S 1 \$550.00 0.00 | | |
| E 25 WXYZ 10/29/12 10/29/12 MO 8-10pm Dancing CM 8-10p M :30 1\$10,000.00 P-3 0.00 NM MO 8-10pm Dancing | 1 | \$10,000.00 |
| Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 M 1\$10,000.00 0.00 | | |
| E 26 WXYZ 10/23/12 10/23/12 Tuesday Prime C CM 10-11pm Tuesday - T :30 1 \$5,000.00 P-3 0.00 NM Private Practice | 1 | \$5,000.00 |
| Start Date | | |
| Week: 10/22/12 10/28/12 -T 1 \$5,000.00 0.00 E 27 WXYZ 10/25/12 10/25/12 Thursday Prime C CM 10-11pm ThursdayT :30 1 \$5,000.00 P-4 0.00 NM | 1 | \$5,000.00 |
| E 27 WXYZ 10/25/12 10/25/12 Thursday Prime C CM 10-11pm ThursdayT :30 1 \$5,000.00 P-4 0.00 NM Scandal | ' | φ5,000.00 |
| Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 T 1 \$5,000.00 0.00 | | |
| E 28 WXYZ 10/26/12 10/26/12 Friday Prime A CM 8-9pm Friday F :30 1 \$2,000.00 P-3 0.00 NM Shark Tank | 1 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 F 1 \$2,000.00 0.00 | | |
| E 29 WXYZ 10/27/12 10/27/12 ABC Saturday Night Foo@IM SA 8pm-1130pmS- :30 1 \$3,000.00 P-3 0.00 NM ABC's Saturday Night Foo | 1 | \$3,000.00 |
| Start Date | | |
| Week: 10/22/12 10/28/12 S- 1 \$3,000.00 0.00 | | |
| E 30 WXYZ 10/28/12 10/28/12 Sunday Prime A CM 7-8pm SundayS :30 1 \$3,000.00 P-3 0.00 NM AFHV | 1 | \$3,000.00 |
| Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 S 1 \$3,000.00 0.00 | | |
| E 31 WXYZ 10/28/12 10/28/12 Action News SUN 6am CM SUN 6-7amS :30 1 \$250.00 P-4 0.00 NM | 1 | \$250.00 |
| Action News SUN 6am <u>Start Date End Date Weekdays Spots/Week Rate Rating</u> | | |





Contract / Revision

305716 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 07/24/12/ 10/24/12

WXYZ

Order Sep 00:20:00

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<u>Advertiser</u> Citizens for Affordable Qua <u>Product</u> Citizens for Affordable Qual <u>Estimate #</u> 1538 Week 2

| | | | | | | | Tota | als |
|--|--|--|------------------------|------------|--|---------------------|------|------------|
| Ln Ch Start End | • | eak Start/End T | | Len Spot | | <u> </u> | | Amount |
| E31 WXYZ 10/28/12 10/28 | 8/12 Action News SUN 6am CM Action News SUN 6am | SUN 6-7am | | S :30 | 1 \$250.00 P-4 | 0.00 NM | 1 | \$250.00 |
| <u>Start Date</u> <u>End D</u> Week: 10/22/12 <u>10/28</u> / | | eek Rate 1 \$250.00 | Rating 0.00 | | | | | |
| E 32 WXYZ 10/23/12 10/29 | 0/12 M-F 11a-12n CN M-F 11a-12n | 11am-12pm | M-F 11111- | - :30 | 5 \$750.00 P-4 | 0.00 NM | 3 | \$4,500.00 |
| Start Date End D Week: 10/22/12 10/28/ | | eek Rate 4 \$750.00 | Rating 0.00 | | | | | |
| Spot Ch Date Range 1 WXYZ 10/22/12-10/28, Credited | Description | Start/End Time 11am-12pm M-F | 0.00 | Weekdays L | <u>ength</u> <u>Rate</u> :30 (\$750.00) | Rtg Type 0.00 NM | | |
| 2 NXYZ 10/22/12-10/28/ | 12 M-F 11a-12n | 11am-12pm M-F | | - TWThF | :30 \$1,500.00 | 0.00 NM | | |
| 3 NXYZ 10/22/12-10/28/ | 12 M-F 11a-12n | 11am-12pm M-F | | - TWThF | :30 \$1,500.00 | 0.00 NM | | |
| 4 WXYZ 10/22/12-10/28, Credited | 12 M-F 11a-12n | 11am-12pm M-F | | - TWГhF | :30 (\$750.00) | 0.00 <i>NM</i> | | |
| Week: 10/29/12 11/04/ Spot Ch Date Range | | 1 \$750.00 Start/End Time | 0.00 | Weekdays I | _ength Rate | Rtg Type | | |
| 5 NXYZ 10/29/12-11/04/ | 12 M-F 11a-12n | 11am-12pm M-F | | M | :30 \$1,500.00 | 0.00 NM | | |
| E 33 WXYZ 10/27/12 10/2 | 7/12 SA 1a-2a CM SA Unit | 1am-2am | S | :30 | 1 \$175.00 P-3 | 0.00 NM | 1 | \$175.00 |
| Start Date End D Week: 10/22/12 10/28/ Spot Ch Date Range 1 WXYZ 10/22/12-10/28/ | 12S- Description | eek Rate 1 \$175.00 Start/End Time Iam-2am | Rating 0.00 | Weekdays I | <u>_ength</u> <u>Rate</u> :30 (\$175.00) | Rtg Type 0.00 NM | | |
| See MG 33.2 [not a valid inv code | ·] | | | | | | | |
| 2 NXYZ 10/22/12-10/28/ | 12 SA 1230a-130a | 1230am-130am | | Sa | :30 \$175.00 | 0.00 NM | | |
| E 34 WXYZ 10/28/12 10/28 | 3/12 SU 12a-1a CN SU 12a-1a | 12am-1am | | S :30 | 1 \$250.00 P-4 | 0.00 NM | 1 | \$250.00 |
| <u>Start Date</u> <u>End D</u> Week: 10/22/12 10/28/ | | <u>Rate</u> 1 \$250.00 | Rating 0.00 | | | | | |
| E 35 WXYZ 10/24/12 10/24 | I/12 Wednesday Prime A CM Middle/Suburgatory | 8-9pm Wedr | nesday W | - :30 | 1 \$4,500.00 P-3 | 0.00 NM | 1 | \$4,500.00 |
| Start Date End D Week: 10/22/12 10/28/ | | eek <u>Rate</u> 1 \$4,500.00 | Rating 0.00 | | | | | |
| N36 WXYZ 10/23/12 10/29 | 0/12 6am News M-F CN Action News 6am | 6-7am M-F | 11111- | - :30 | 5 \$900.00 P-3 | 0.00 NM | 5 | \$4,500.00 |
| Start Date End D Week: 10/22/12 10/28/ Week: 10/29/12 11/04/ | 12 -1111 | eek Rate 4 \$900.00 1 \$900.00 | Rating 0.00 0.00 | | | | | |
| N37 WXYZ 10/28/12 10/28 | 8/12 SU 1a-2a CM SU 1a-2a | 1am-2am | | S :30 | 1 \$175.00 P-3 | 0.00 NM | 1 | \$175.00 |
| Start Date End D Week: 10/22/12 10/28/ | | <u>Rate</u> 1 \$175.00 | Rating 0.00 | | | | | |
| N38 WXYZ 10/23/12 10/23 | B/12 Tuesday Prime B CN Happy Endings/Apt23 | 9-10pm Tue | sday - T | - :30 | 1 \$9,000.00 P-3 | 0.00 NM | 1 | \$9,000.00 |
| Start Date End D Week: 10/22/12 10/28/ | ate Weekdays Spots/We | eek Rate 1 \$9,000.00 | Rating 0.00 | | | | | |
| N39 WXYZ 10/26/12 10/26 | 6/12 Friday Prime B CN Primetime | 9-10pm Frida | ayF- | - :30 | 1 \$4,000.00 P-3 | 0.00 NM | 1 | \$4,000.00 |

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Contract / Revision 305716 Flight Dates 10/23/12-10/29/12 Hiatus Dates

<u>Original Date / Revision</u> 07/24/12/ 10/24/12 <u>Order Sep</u> 00:20:00

Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qual Estimate # 1538 Week 2

| NOO NOO/7 40/00/40 40/00/40 Fister Print P | \$4,000.00 |
|--|------------|
| N39 WXYZ 10/26/12 10/26/12 Friday Prime B CM 9-10pm Friday F :30 1 \$4,000.00 P-3 0.00 NM 1 Primetime | * , |
| Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 F 1 \$4,000.00 0.00 | |
| SpotCh Date RangeDescriptionStart/End TimeWeekdaysLengthRateRtgType1 WXYZ 10/22/12-10/28/12 Friday Prime B9-10pm FridayF:30(\$4,000.00)0.00 NM | |
| See MG 39.2 [9-10pm 10/26 now All Access Nashville] 2 NXYZ 10/26/12-10/26/12 Friday Prime B 9-10pm Friday F :30 \$4,000.00 0.00 NM | |
| N40 WXYZ 10/28/12 10/28/12 Sunday Prime C CM 9-10pm SundayS :30 1 \$5,000.00 P-3 0.00 NM 1 Revenge | \$5,000.00 |
| Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 S 1 \$5,000.00 0.00 | |

Totals 110\$125,700.00